

Fig. 1

"PRIVACY STRICT", level 1

ELEMENT	VALUE	VALUE DESCRIPTION
PURPOSE	<current/>	Completion and support of activity for which data was provided
RECIPIENT	<ours>	Ourselves(=the service provider) and/or entities acting as the service provider's agents.
RETENTION	<no-retention/>	Information is not retained for more than a brief period of time, during the course of a single online interaction.
NON_IDENTIFIABLE	<NON-IDENTIFIABLE/>	no data is collected (including Web logs), or the organization collecting the data will anonymize the data
ACCESS	<nonident/>	Web site does not collect identified data (i.e. no access)
DISPUTES	[law]	Disputes resolved in accordance with the law referenced in the description
REMEDIES	<law/>	Remedies for breaches of the policy statement will be determined based on the law referenced.

Fig. 2a

## "PRIVACY CAUTIOUS", level 2

ELEMENT	VALUE	VALUE DESCRIPTION
PURPOSE	<tailoring/>	Information may be used to tailor or modify content or design of the site where the information is used only for a single visit to the site and not used for any kind of future customization.
RECIPIENT	<ours>	Ourselves(=the service provider) and/or entities acting as the service provider's agents.
RETENTION	<stated-purpose/>	Information is not retained for more than a brief period of time, during the course of a single online interaction.
NON_IDENTIFIABLE	<NON-IDENTIFIABLE/>	Either no data is collected (including Web logs), or the organization collecting the data will anonymize the data.
ACCESS	<all/>	User is given access to all identified data.
DISPUTES	[law]	Disputes resolved in accordance with the law referenced in the description
REMEDIES	<law/>	Remedies for breaches of the policy statement will be determined based on the law referenced.

Fig. 2b

# "PRIVACY NEUTRAL", level 3

ELEMENT	VALUE	VALUE DESCRIPTION
PURPOSE	<pseudo-decision/>	Information may be used to create or build a record of a particular individual or computer that is tied to a pseudonymous identifier, without tying identified data.
RECIPIENT	<same>	Legal entities following the same privacy practices.
RETENTION	<legal-requirement/>	As required by law or liability.
NON_IDENTIFIABLE	(empty/ not required)	
ACCESS	<contact-and-other/>	The user is given access to identified online and physical contact information as well as to certain other identified data.
DISPUTES	court	Individual may file a legal complaint against the Web site.
REMEDIES	<correct/>	Errors or wrongful actions arising in connection with the privacy policy will be remedied by the service.

Fig. 2c

"PRIVACY FLEXIBLE", level 4

ELEMENT	VALUE	VALUE DESCRIPTION
PURPOSE	<contact/>	Information may be used to contact the individual, through a communications channel other than voice telephone, for the promotion of a product or service.
RECIPIENT	<other-recipient>	Legal entities following different privacy practices.
RETENTION	<business-practices/>	Determined by service provider's business practice.
NON_IDENTIFIABLE	( not required)	
ACCESS	<ident-contact/>	Identifiable Contact Information: access is given to identified online and physical contact information.
DISPUTES	independent	Individual may complain to an independent organization for resolution.
REMEDIES	<correct/>	Errors or wrongful actions arising in connection with the privacy policy will be remedied by the service.

Fig. 2d

"PRIVACY CASUAL", level 5

ELEMENT	VALUE	VALUE DESCRIPTION
PURPOSE	<contact/>	Contacting Visitors for Marketing of Services or Products.
RECIPIENT	<unrelated>	Unrelated third parties: Legal entities whose data usage practices are not known by the original service provider.
RETENTION	<indefinitely/>	Information is retained for an indeterminate period of time.
NON_IDENTIFIABLE	( not required )	
ACCESS	<none/>	no access to identified data is given
DISPUTES	service	Individual may complain to the Web site's customer service representative
REMEDIES	( this element is not required)	

Fig. 2e

Attribute/ class of attributes	Service Provider	Usage policy
Contact information	Amazon	1
	Finnair	2
	Hertz	1
Payment information	Finnair	1
Preferences	Hertz	3
	EBay	4

Fig. 3

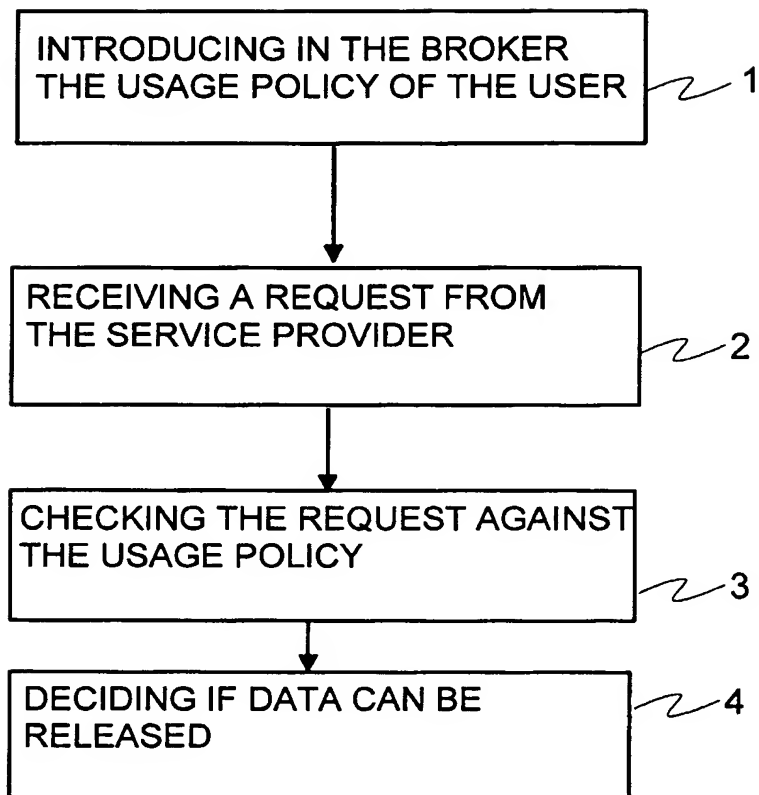


Fig. 4



